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EDITORIAL

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OVERESTIMATED?

The study of English is a subject which may scarcely be overemphasized for Engineers. It is natural that the importance of the matter is little realized by the students of our engineering schools. While in school, a student is supposed to receive instruction. His time is occupied with lectures and explanations from professors and instructors. The opportunities he does have to practice in the use of language generally involve reports and papers presented to some one who knows more about the subject than he does himself.

In industry this condition is exactly reversed. Instead of being taught, the Engineer in industry must teach. He must give instruction. And moreover, he must often present his reports to those entirely unacquainted with the subject or the nomenclature of it. It is perhaps not too much to say that the progress of an Engineer depends to a great extent on how clearly, coherently and emphatically he can present his viewpoint both orally and in writing.

One would hesitate to guess how many good ideas have been lost in "conference" because the man who proposed the scheme fluttered around in his speech like a butterfly over a clover blossom. Poetically, brevity is said to be the "Soul of Wit," but for the Engineer, brevity is the "Key to Action." No busy executive is going to force his way through ten pages to find out what the engineering department wants. If he can't find it on the first page, the report will probably drop into oblivion or the desk drawer, which two, by the way, are one and the same so far as immediate action is concerned.

Then this matter of letter writing; it is indeed very important and very much neglected. Present business methods necessitate many letters to superiors, subordinates and inter-departmental notes without end. The Engineer who cannot write a reasonably good letter works under a very real handicap.

Even under the most favorable conditions, the Engineer has his difficulties. The well written letter will often smooth his way.

Engineering students would do well to remember that the factories are always largely builded on paper before the pick and shovel gang start to work.

E. ARTHUR, '25.

THE NEW STAFF

It is with pleasure that we announce the elections for OHIO STATE ENGINEER staff positions for next year. Donald Johnstone, '29, will be Editor, and Clarence Keller, '29, will be Business Manager. The other positions are as follows: Hayward Gay, '30, Advertising Manager; Homer Devitt, '31, Circulation Manager; David Chancellor, '30, Departmental Editor; Walter Galloway, '30, Feature Editor.

It is safe to say that these men will go into their positions better able to handle their work than any other previous staff. The new staff organization put into effect this year to take care of the seven issue publication has offered exceptional training for a man to fill the position above the one he holds. Every man elected has had actual experience in the work of the office next in line and he knows exactly what is required.

The May issue, last of the year, will be published by the new staff and the retiring Editor and Business Manager will act only in an advisory capacity.

ENGINEERS' DAY

Men who are juniors or seniors will remember the last Engineers' Day, and will be preparing for one of the red letter days for engineers. The freshmen and sophomores have more to learn about this business of engineering, but another chapter will be added when May 24 and 25 rolls around.

Engineers' Council is whipping plans into shape for the biggest Engineers' Day on record. A parade, exhibitions, and the Traditions Day Dance will set the day apart from ordinary days.

Have a good time and show the rest of the school exactly why engineers rate at the top. Get your date for the dance, and *be there*.